

Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

To: Linda Dillenbeck, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: October 16, 2018

Subject: ArtFest of Scottsdale Event Funding Request

The ArtFest of Scottsdale new event funding worksheet is attached for the commission's consideration. The ArtFest of Scottsdale is two-day celebration of fine art at the Civic Center Mall featuring fine art, live music, and a variety of international food.

Due to negative impacts related to construction on the Civic Center Mall bridge, the producer of the event is requesting a one-time waiver of the following new event program requirements: 1) Funding amount must be between \$30,000 and \$75,000; 2) Funding worksheet must be received a minimum of 90 days in advance.

ArtFest of Scottsdale is requesting to receive up to \$15,000 for the event in support of a one-year event funding agreement. Allocation of potential funds in support of the agreement can be allocated from tourism development funds established for events and event development.

Analysis & Assessment

City staff has evaluated the worksheet and support documents to identify potential benefits to the city and the local tourism industry.

The 25-year Scottsdale event will take place on November 17 and 18 with an anticipated attendance of 15,000 and will attract 150 selected artists and craft people from across the nation. ArtFest of Scottsdale is allocating \$12,000 toward event marketing against a total event budget of \$60,000.

The attached Artigue Agency report provides additional event analysis of the potential economic and media impact as well as overall value associated with the proposed event sponsorship.

Funding Availability & Potential Options

There are currently event support funds available in the tourism development budget. Pending TDC discussion, the following are options for consideration:

- 1) Recommend new event development funding for all or part of the requested amount of \$15,000.
- 2) Take no action or additional event evaluation.
- 3) Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.

NEW EVENT DEVELOPMENT WORKSHEET			
APPLICANT INFORMATION			
Worksheet Date: 09/27/2018			
Organization Name: ArtFest of Scottsdale		Legal Description (LLC, etc.) Andrew Maguire and Associates LLC	
Business Address: 2145 E Kaler Dr.			
City: Phoenix	State: Arizona	Zip Code: 85020	
Event Contact: Andrew Maguire			
Phone: 4802627546	Cell Phone: 4802627546	Email: andrew@888artfest.com	
EVENT INFORMATION			
Event Name: ArtFest of Scottsdale			
Event Website: www.888artfest.com			
Event Date(s): November 17 and 18		Event Time(s): 10am to 5pm	
Event Location: Scottsdale Civic Center Mall		Admission Cost: Free	
City: Scottsdale	State: Arizona	Zip Code: 85251	
Projected Attendance: 15000	Attendance tracking method: Jacobs method	Years in Scottsdale: 25	
Expense Budget (includes marketing): 60000	Estimated Revenue: 60000	Marketing Budget: 12000	Requested Funding Amount: 15000
Detailed description of event: ArtFest of Scottsdale is a two day celebration featuring fine art, continuous live music, a variety of international food, and a "YMCA of Scottsdale" interactive family area featuring hands-on art activities for children. 150 select artists and craftspeople from across the nation will show and sell one-of-a-kind artwork. These works include paintings, sculpture, ceramics, fashion, furniture and jewelry. The festival is held in a spectacular setting of rolling green lawns, sparkling fountains, gorgeous flowers, stately trees, and meandering walkways. Scottsdale Civic Center Plaza - In historic Old Town Scottsdale -FREE ADMISSION			

NEW EVENT DEVELOPMENT WORKSHEET

Describe how you will provide qualitative and quantitative information regarding event attendance levels:

We have a survey system for patrons to acquire our qualitative data. As an example, we showed that 45% of our attendees made over \$75k/year with 25% of them making over \$100k/year. We show approximately 20% of our attendees are from out of state and know whether they rent or own their home. The largest percentage of travelers are from Illinois and Utah.

For quantitative we use Jacobs method which involves dividing the area occupied (usually the concrete area) by a crowd into sections, determining an average number of people in each section, and multiplying by the number of sections occupied.

Provide estimated economic impact results of the event and the projected impact on Scottsdale:

At our 25th year in the same location we are somewhat of a staple and considered a top event in the circuit at that time of year. We have people travel from all over the country to participate in and attend our festival. Some of the local artists even stay in Scottsdale to make a weekend out of it and enjoy the downtown festivities. When not under construction we have around 150 vendors that all pay city sales tax. approximately 15k people attend the festival, buying gas, eating in restaurants, receiving information (Scottsdale Arts District Visitors guide, Downtown Scottsdale Map) about downtown Scottsdale from our information booth/s.

Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale, generate room nights as well as enhance the length of stay:

Our festival is always the weekend before Thanksgiving. That gives us a chance to entertain and delight the local tourists that are traveling on vacation or returning home for the holidays. People come and stay for the week and we give them a chance to enjoy one of the most beautiful locations to host a festival with its rolling green lawns, sparkling fountains, gorgeous flowers, stately trees, and meandering walkways. We have been doing the show for so long that it is a widely known and attended festival by many art and food vendors as well as travelers from all around the country. For 25 years we have been producing this festival helping deliver enjoyment to those that attend our event and extend our reach to local and state non-profits such as the Scottsdale YMCA which runs our Kids area with interactive art for children. I truly believe without our festival their would be a hole left in the tourism opportunity and community alike.

NEW EVENT DEVELOPMENT WORKSHEET

Provide a detailed, itemized list of sponsorship benefits the City of Scottsdale will receive as part of the sponsorship package. Please include advertising channels, advertising cost, impression values, and distribution methods:

City of Scottsdale logo will appear on our website (which receives 170k visits a year and over 2.5 million hits) and in advertising. Advertising channels include Knife & Fork Media, Diya Marketing, Arizona Republic, Phoenix Home & Garden, Times Media. Programs and banners at the festival as well as VIP invitation passes sent to select Scottsdale Zip Codes, rack cards are delivered to local restaurants and hotels. Value for impressions can vary wildly depending on how many TV spots we get. Last year channel 3 broadcasted the weather from the event (16 segments) and the value was well over \$100k for TV alone. Without TV our impression values when calculated at .012 per impression would equate to approximately \$18,000.

Submit your current marketing plan as it is without City Funding. Please include location, timing, impressions, cost, etc. *Attach if more space is needed.

Knife & Fork Entertainment - TV - Radio - Print - 500k impressions
 DIYA Marketing - Social media - FaceBook, Instagram, Twitter -200k impressions
 Arizona Republic - Newspaper ads and AZcentral banners - 150k Impressions
 Phoenix Magazine and Phoenix Home & Garden - E-blast and 3 banners "Run of site". - 200k impressions
 Times Media - Scottsdale Airpark News, Scottsdale Progress, Ahwatukee Foothills News and the Entertainer Magazine. - 120k impressions
 1500 direct mail VIP invitations (4 entry cards per mailing) and 1000 rack cards delivered to local restaurants and hotels.
 1200 programs

The majority of advertising will start six weeks prior to event (October 6). Last year we saw approximately 1.5 million impressions.

If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts:
 We will be able to expand our outreach exponentially with wide ranging impact. Multiple targeted campaigns directed towards tourism for art enthusiasts, foodies, music lovers and travelers. We will be able to advertise on radio spots can double our efforts with bigger ads and better traffic signs to guide festival goers.

NEW EVENT DEVELOPMENT WORKSHEET

NEXT STEPS

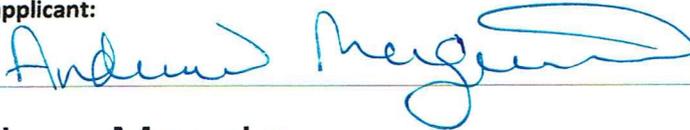
This proposal process has been developed to provide necessary information for the City of Scottsdale, Tourism Development Commission to evaluate funding proposal requests and to determine appropriate funding for qualified events. The sponsorship review process can take up to 60 days to complete.

1. Staff reviews event qualification worksheet to determine event's eligibility
2. If event qualifies for funding, producer will present at the Tourism Development Commission (TDC) meeting. TDC has the potential to require more information or vote on funding amount they are recommending.
3. Event presentation to the TDC is required. The presentation should take no more than 5 minutes and please ensure that the following items are included in your presentation and outlined in a one-page summary at the end of your presentation:
 - a) Time & duration of event
 - b) Event location
 - c) Local & out of area attendance
 - d) Attendance tracking method
 - e) Marketing efforts without requested funding and details of marketing with proposed funding
 - f) Anticipated five-year growth of event (attendance & activation)
4. TDC submits funding recommendation to City Council for approval (Following TDC recommendation, allow four weeks for council presentation).
5. Formal action by City Council

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature of applicant:



Date:

09/28/18

Name

Andrew Maguire

*If more room is needed, attachments are permissible.



ArtFest of Scottsdale

Analysis of the Funding Request; Economic Impact on the City of Scottsdale

Report Objective

This report is a top-line economic analysis of the **25th Annual ArtFest of Scottsdale** and its impact on the City of Scottsdale, relative to its ability to generate awareness, heightened tourism and ultimately, incremental tax dollars for the city.

The observations in this report are based only on information that has been provided by the event organizers and cannot necessarily be substantiated or cross-referenced.

Event Overview

Andrew Maguire & Associates, organizers of this event, are seeking funding for the very first time and are requesting \$15,000.

This year's event, as always, will be held on the Scottsdale Civic Center Mall, and admission is free. ArtFest is comprised of approximately 150 artisans and craftspeople from across the nation that display and sell their wares. The festival also features live music, a variety of international food and an interactive children's area that is managed by YMCA of Scottsdale.

Organizers indicate that 15,000 people attended last year's event and many are from around the country as they are in town visiting family for Thanksgiving (just one week later). According to their own on-site surveys, the largest percentage of travelers from the Midwest.

Funding Criteria and Analysis

- Among the Tourism and Event Department's criteria for making funding recommendations is an event's ability to generate room nights. There is no indication of specific room nights booked in previous years, though organizers say that 20% of attendees are from out-of-state.
- Another important criterion for funding is an event's ability to promote Scottsdale's "attractiveness" as a destination to multi-generational, high-value visitors. The demographic data of past attendees depicts annual household income of between \$75,000 and \$100,000.



Funding Request

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- Next is the importance of an event to achieve and sustain growth as measured by attendance and corresponding room nights. The application suggests that attendance has steadily grown over the past 25 years, leveling out at 15,000 people. The organizers have seen an increase in exhibitors in recent years and they all pay sales tax on revenues generated.
- Addressing the City's prescribed "Tourism Drivers," ArtFest fulfills two of the five categories – Arts & Culture and Culinary.
- Regarding the stimulation of Scottsdale tourism, both in visitation for the actual event and thereafter, there is no data. Organizers do indicate that they promote themselves with area hotels and restaurants by providing them rack cards.
- Regarding the marketing and promotion of the event, a marketing budget of \$12,000 is spent on local magazines (Phoenix Magazine and Phoenix Home & Garden) and with the Arizona Republic. Should they receive the \$15,000, some of that will be spend on local radio ads and other secondary media, such as social media channels.
- Primary feeder markets have been Utah and Illinois, along with various other Midwestern states.
- As this is the 25th year for ArtFest of Scottsdale, the organizers clearly possess the ability to produce it in a consistent and quality fashion.
- After all these years, the ArtFest can certainly boast of good community support as many residents and visitors alike look forward to the event, just as they do the holidays. From prior attendee surveys, organizers know that the festival has an 80-20 ratio of residents and visitors, respectively.



Funding Request

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City Entitlements

Should the City of Scottsdale choose to fund this event, they will receive a combination of marketing and hospitality entitlements. These include the “City of Scottsdale” logo on the ArtFest website (2.5 million hits annually) and in all print advertising. They will also have banners and a booth at the event and will receive VIP passes.

Summary

ArtFest of Scottsdale is a multi-faceted community event that attracts people of all ages and interests and from all over the Valley. It has become a fall tradition and is something that people actually look forward to attending. Therefore, it can claim to be a “magnet” for attracting people to Scottsdale.

- **Artigue Advisors**



November 17 & 18

2018

ArtFest of Scottsdale

History & Facts



- ❖ Entering its 25th year, ArtFest of Scottsdale has been an institution in the City of Scottsdale.
- ❖ ArtFest of Scottsdale is a two day celebration featuring fine art, continuous live music, a variety of international food, and Scottsdale YMCA interactive family area featuring hands-on art activities for children.
- ❖ 125 select artists and craftspeople from across the nation will show and sell one-of-a-kind artwork
- ❖ Expected attendance is 12,000 – 15,000.

ArtFest of Scottsdale

Community Impact

ECONOMIC IMPACT

- ArtFest has become a tourism magnet by attracting thousands of attendees many of whom stay in hotels, shop local, and patronize local restaurants in the City.
- Approximately 150 artists and vendors generate a healthy sales tax revenue stream for the City.

COMMUNITY IMPACT

- ArtFest ties in directly to Scottsdale's image as a national, premier art and cultural destination
- Many Non-Profits take part in the event for exposure driving their brand and services they provide
- No Admission is attractive to the general public and a big driver for people to experience all Scottsdale has to offer in addition to the ArtFest.
- Many jobs are created supporting local businesses to carry out the ArtFest throughout the weekend

5 year plan



- We would like to expand and add additional artists, 175 to 200 select artists from around the world.
- Expand our marketing outreach to become a significant local and national tourist attraction.
- Increase our live performance art and entertainment
- Add a wine tasting garden

Supporting the local arts community by giving away a free booth to the winner!

2018 Local Artist Contest



From Left to Right: S. Porter, R. Maseman, M. Burg, B. Gordon and M. Breithaupt

**The ArtFest of Scottsdale is giving back!
Submit your entry today to win a FREE 10 x 10 booth space at our November show!**

- Public Relations Outreach – [Knife & Fork Media](#)

- 550,000 Reach through local media outreach

- Social Media Outreach – [Diya Marketing](#)

- Social Media Reach – 256,000 (local targeting)



Marketing
+ Media